

## 2024 STRAND

### EXHIBITION JURY REPORT

12<sup>TH</sup> INTERNATIONAL MULTIMEDIA EVENT  
INTERNATIONAL EXHIBITION 4-18 DECEMBER 2024, BELGRADE, SERBIA  
ON ARCHITECTURE - SHAPING THE CITY THROUGH ARCHITECTURE

### RECOGNITION

Nagrađuje / Awarded to

Design Team: **Calibro Zero, 2MIX Architetti, Area Progetti, Flavio Urrai**

U kategoriji / In the Category

**ARCHITECTURE AND CHALLENGES IN CREATING ARCHITECTURE FOR THE FUTURE**

Za rad / For the Project

**A. Gramsci Innovative School, New Secondary School in Vinovo, Italy**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)

Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **2.01**

The Gramsci school building reimagines the traditional learning space, offering a dynamic and engaging environment for students and the community. Its striking architecture, characterized by two distinct volumes juxtaposed against each other, creates a visually captivating and functional space. The horizontal orientation of the building emphasizes a sense of connection with the surrounding landscape, inviting users to explore and learn in harmony with nature.

The school's design places a distinct emphasis on environmental sustainability, incorporating sustainable materials. Abundant natural light floods the interior spaces, fostering a positive and inspiring atmosphere. The building's open and interconnected layout encourages collaboration, creativity, and a sense of community among students, teachers, and the wider public.

The juxtaposition of the two volumes creates a dynamic tension that is both visually exciting and functionally efficient. This separation of spaces allows for a more focused and productive learning environment. The horizontal orientation of the building is further emphasized by the use of large expanses of glass, which offer views of the surrounding landscape. This connection to nature helps to create a calm and inspiring atmosphere, promoting a sense of well-being and creativity. The building's design also incorporates a variety of outdoor learning spaces, providing students with opportunities to learn and socialize in a variety of settings.

This project not only provides an interesting learning facility but also serves as a vibrant hub for the community, fostering a sense of belonging and shared purpose.

## RECOGNITION

Nagrađuje / Awarded to

**Spring Studio**

Authors: **Maja Dragišić, Milan Božić, Milica Milosavljević, Milica Vranić, Divna Babović** Associates:  
**Katarina Crljenica, Tamara Koneska**, Consultant: **Bojana Zekovic**

U kategoriji / In the Category

**ARCHITECTURE AND CHALLENGES IN CREATING ARCHITECTURE FOR THE FUTURE**

Za rad / For the Project

**Conceptual architectural design of the Museum of contemporary art, Natural history museum and Park of Arts & Culture with associated cultural facilities (Podgorica, Montenegro, 2024)**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)

Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **2.02**

The project for the **Museum of Contemporary Art, Natural History Museum, and Park of Arts & Culture** earns a recommendation in the category "**Architecture and Challenges in Creating Architecture for the Future**" for its innovative approach to integrating cultural development with environmental and spatial sensitivity. The design represents a visionary response to the complex challenge of creating architecture that harmonizes cultural advancement with the natural environment. The proposed solution draws inspiration from the natural flow of the Morača River, using the river's dynamics as a foundational design element. This approach transforms the surrounding landscape into a cohesive spatial narrative where the architecture becomes a seamless extension of its natural context. By emphasizing the aesthetics of nature as a central spatial resource, the project not only respects but celebrates Montenegro's unique natural heritage, setting a standard for environmentally sensitive design. The project's ability to alter the immediate terrain surface while maintaining harmony with the environment establishes a distinctive visual identity for the region. This identity strengthens Montenegro's cultural and architectural presence, positioning the site as a landmark for both locals and international visitors. The design's alignment with the characteristics of the site demonstrates a forward-thinking methodology that prioritizes place-specific solutions over generic approaches. By combining a Museum of Contemporary Art, a Natural History Museum, and a Park of Arts & Culture, the project presents a holistic cultural vision that supports diverse forms of artistic and educational engagement. The inclusion of associated cultural facilities further broadens the scope of interaction, ensuring that the development serves as a multifunctional hub for cultural innovation, community activities, and international collaboration. The design addresses the pressing challenge of balancing urban development with ecological stewardship, which is central to creating architecture for the future. It reflects an understanding of sustainability not just as a technical requirement but as a design philosophy—one that rethinks the relationship between architecture, the environment, and the communities they serve. By rooting its methodology in the exploration of the natural course of the Morača River, the project underscores the importance of water, terrain, and ecological systems as active participants in architectural design. As a crucial project aimed at enhancing the development of culture and cultural content in Montenegro, the proposal sets a new benchmark for integrating cultural institutions within natural landscapes. It challenges architects and planners to consider how architecture can act as a catalyst for cultural and environmental symbiosis, addressing both the needs of present communities and the aspirations of future generations. This project's thoughtful engagement with the natural landscape, combined with its visionary cultural ambition, makes it a compelling example of architecture rising to the challenges of the future. By reimagining how cultural facilities can exist within and enhance natural environments, the proposal provides an exemplary model for sustainable, site-specific architectural development.

## RECOGNITION

Nagrađuje / Awarded to  
**Ana Zorić**

U kategoriji / In the Category

**RESEARCH THROUGH DESIGN, A CREATIVE PROCESS IN TANDEM WITH CONVENTIONAL RESEARCH**

Za rad / For the Project

**Heritage Layers as Initiators of Modern Recreational Programs: Testing the HERSUS Io5 Curriculum at Ub-Af**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)

Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **4.01**

The academic project 'HERSUS Io5' seeks to revitalize neglected public spaces by fostering a deep understanding of their historical and cultural significance. Through a systematic study of heritage layers, the project aims to uncover the rich tapestry of stories embedded within these forgotten sites. By employing a multidisciplinary approach, combining architectural, urban planning, and historical research, the project develops innovative strategies for the revitalization of these spaces.

A key focus of the project is to explore the environmental impact of urban development and to propose sustainable solutions that minimize ecological harm. By incorporating green infrastructure and eco-friendly methodologies, the project contributes to the creation of healthier and more resilient urban environments.

Through a variety of teaching methodologies, students are gaining substantial experience in urban revitalization, developing a sense of ownership and responsibility for the future of these spaces.

The research agenda delves into topics such as urban history, heritage conservation, sustainable design, and community engagement. By generating new knowledge and insights, the project contributes to the ongoing discourse on urban revitalization and the preservation of cultural heritage.

## RECOGNITION

Nagrađuje / Awarded to  
**Joongho Lee** (Keimyung University)

U kategoriji / In the Category  
**ARCHITECTURE AND/OR ART, AND THE INFLUENCE OF NEW MEDIA APPROACH IN CREATING A VISION OF NEW ARCHITECTURE**

Za rad / For the Project  
**Urban Aquarium**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)  
 Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **3.01**

The **Urban Aquarium** project earns a recommendation in the category "**Architecture and/or Art and the Influence of New Media Approach in Creating a Vision of New Architecture**" for its innovative use of biomimicry and its integration of media-inspired design principles to reimagine the relationship between built environments and natural ecosystems.

Inspired by the form of a fish skeleton, the project masterfully translates biological structures into architectural elements, creating a pier that is both functional and environmentally restorative. This approach highlights a profound engagement with biomimetic design, leveraging nature as a guiding principle to address contemporary architectural challenges. By designing a jagged pier deck that supports the growth of submerged vegetation and enhances oxygen production, the project not only revitalizes marine habitats but also demonstrates how architecture can actively contribute to ecological systems.

The incorporation of daylighting through the jagged pier structure is a noteworthy example of the influence of new media on architectural design. These openings create dynamic light patterns that facilitate photosynthesis in underwater vegetation, while simultaneously encouraging human interaction with aquatic ecosystems. The interplay of natural light, shadow, and reflection fosters a sense of immersion and connection, aligning with new media's emphasis on creating interactive and experiential spaces.

Moreover, the **Urban Aquarium** transforms the pier from a static structure into an active mediator between the land, sea, and human engagement. By blending functionality with artistic expression, the project offers a vision of architecture that transcends conventional boundaries, integrating art, ecology, and advanced design methodologies. This visionary approach exemplifies how architecture influenced by new media can generate innovative and sustainable solutions, making it a standout recommendation for the Strand exhibition.

## RECOGNITION

Nagrađuje / Awarded to  
**Jovana Mihailović, Bojana Sićović**

U kategoriji / In the Category  
**ARCHITECTURE AND/OR ART, AND THE INFLUENCE OF NEW MEDIA APPROACH IN CREATING A VISION OF NEW ARCHITECTURE**

Za rad / For the Project  
**(Re)making**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)  
 Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **3.18**

The **(re)making** project earns a recommendation in the category "**Architecture and/or Art and the Influence of New Media Approach in Creating a Vision of New Architecture**" for its bold exploration of AI technologies and their transformative impact on the architectural design process. By harnessing AI tools to reimagine spatial models through the manipulation of photographic inputs, the project exemplifies the potential of experimental and discursive design to challenge traditional methods of architectural creation.

At its core, **(re)making** interrogates the evolving role of architects in the age of AI, where the distinction between human authorship and machine-driven processes is increasingly blurred. By starting with photographs of realized spatial models as "zero images," the project not only deconstructs the original analog forms but also redefines them through layers of computational reinterpretation. This process highlights the emergent, iterative nature of AI-driven design, which introduces randomness, parametric variation, and contextual layering to produce architectural outcomes that are simultaneously unpredictable and deeply informed by digital data.

The project's methodology opens up a new dimension of architectural exploration, where the relationships between **full-empty spaces, object-shadow dynamics, and contextual scales** are dynamically redefined. The reinterpreted images become versatile architectural models, adaptable to multiple contexts—whether as urban landscapes, building segments, or interior designs. This adaptability showcases the ability of AI to expand architectural possibilities, creating designs that move beyond the confines of the human imagination by engaging with global digital data streams.

**(re)making** also contributes to the discourse on architecture's future by questioning the role of the architect as an author. It highlights a provocative shift: from the architect as a singular creator to a collaborator with intelligent systems. This exploration challenges traditional notions of authorship and encourages a more inclusive, process-oriented view of design. Through its experimental use of AI, **(re)making** exemplifies the power of new media technologies to redefine architectural practice. By blending conceptual inquiry with cutting-edge tools, it pushes the boundaries of what architecture can be, offering a compelling vision of how digital and AI innovations can influence design in unexpected and meaningful ways. This makes it a strong contender in the Strand exhibition for its role in advancing discursive and experimental design.

## RECOGNITION

Nagrađuje / Awarded to  
**Vladimir Milenković, Mila Mojsilović**

U kategoriji / In the Category  
**ARCHITECTURE AND/OR ART, AND THE INFLUENCE OF NEW MEDIA APPROACH IN CREATING A VISION OF NEW ARCHITECTURE**

Za rad / For the Project  
**Journey work and horizons**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)  
Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **3.05**

The 'Journey work and horizons' project is a concept that explores the boundaries between solidity and transparency, between the tangible and the ethereal. The structure plays with ambiguity, defying traditional notions of form and function. It is at once robust and delicate, its mass seemingly suspended in space.

The structure's geometry is fragmented, its edges blurred. It is as if space is dissolving into the surrounding vagueness, its form becoming increasingly ephemeral. Yet, amidst this dissolution, fragments of a past architectural memory emerge, remnants of classical forms and proportions. These fragments, rendered in a marble-like manner, contrast with the more fluid and amorphous elements of the design.

The use of gold accents adds a touch of rogueness and timelessness to the project. These golden elements, essentially associated with archetypal forms and symbols, elevate the design to a higher stage of understanding.

Ultimately, this conceptual venture is a meditation on the nature of space and time, a celebration of the ephemeral and the eternal. It is a setting that invites contemplation and wonder, a testament to the power of architecture to inspire and transform.

## SPECIAL RECOGNITION

Nagrađuje / Awarded to

Authors team: **Branislav Mitrović, Đorđe Alfirević, Dušan Grujović, Uroš Majstorović, Dušan Međedović**

Designer Author: **Ivana Lakić**, Designer Associates: **Milica Knežević, Milica Čočić**

U kategoriji / In the Category

**CITY DESIGN VS SCENARIO FOR THE FUTURE (OR NEW SCENARIO)**

Za rad / For the Project

**Urban - architectural design of the city of Budva promenade**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)

Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **1.01**

The "Urban-architectural design of the city of Budva promenade" has earned the **SPECIAL RECOGNITION** prize in the category "**City Design vs Scenario for the Future**" for its visionary approach to shaping the city's identity while addressing critical urban challenges. The project reimagines the coastline as a modern extension and reinterpretation of Budva's Old Town, seamlessly blending cultural heritage with contemporary urban design. This integration fosters a new identity for the city, enhancing its character and appeal.

Central to the design is the creation of strong pedestrian and green corridors that interweave with the beach, establishing an authentic coastal ambiance while addressing the pressing issue of limited space for the beach and associated functions. By maximizing available space and prioritizing public accessibility, the promenade becomes a multifunctional hub for recreation, social interaction, and ecological engagement.

Sustainability is at the heart of the proposal, with its emphasis on walkability, green infrastructure, and environmental preservation. The project anticipates future urban challenges, such as population growth and climate impacts, and offers adaptive solutions that ensure resilience and inclusivity. This interdisciplinary approach, integrating architecture, urban planning, and environmental considerations, exemplifies how thoughtful design can transform a city's landscape while prioritizing the well-being of its inhabitants.

Overall, the project stands out as a forward-thinking blueprint for coastal urban development, aligning with the exhibit's theme of "**Shaping the City Through Architecture**" and demonstrating how innovative design can create vibrant, sustainable urban futures.

**MICROMACRO AWARD**

Nagrađuje / Awarded to

**Snežana Vesnić, Vladimir Milenković**

Associate: Siniša Savatijević, Coordination: Milan Lazić

U kategoriji / In the Category

**ARCHITECTURE AND CHALLENGES IN CREATING ARCHITECTURE FOR THE FUTURE**

– **Challenges in architecture in contemporary times**

Za rad / For the Project

**Textil Headquarters: Forms of Living**

Žiri internacionalne izložbe/ International Exhibition Jury (in alphabetical order)

Zoran Abadić (Serbia), Stahl Stenslie (Norway), Anastasios Tellios (Greece)

entry no **2.10**

The project "**Textil Headquarters: Forms of Living**" deserves a first prize in the category "**Architecture and Challenges in Creating Architecture for the Future**" for its innovative reinterpretation of a mid-century industrial structure into a visionary model of adaptive reuse. By transforming a 1950s store building in Užice, this project exemplifies the potential of architecture to redefine existing spaces and adapt them to contemporary and future needs.

The original building, initially defined by its bare utilitarian architecture, underwent its first reconstruction two decades ago, signaling a new direction for the trade company. This second phase of intervention transcends functionality, embedding a conceptual layer informed by Bourriaud's theory of relational aesthetics, where architecture becomes a form of life itself. The recent modifications to the building's interior and exterior reimagine it as a dynamic and future-oriented structure that harmonizes its industrial legacy with forward-looking design principles.

The project embodies the challenges and opportunities of sustainable architectural practices by prioritizing the **reuse and transformation of existing structures** over new construction. It highlights the importance of resource efficiency and the reinvention of underutilized spaces in industrial zones. By embracing this approach, the project demonstrates a clear commitment to the future of architecture as an agent of renewal and ecological mindfulness.

Informed by relational aesthetics, the design encourages interactions between users and the building, creating a living space that transcends its historical and functional origins. This approach positions the headquarters as a hub for collaboration, innovation, and social exchange, setting a benchmark for how architecture can engage with and enhance its surroundings. The building's recent interventions do not simply modernize the space; they elevate it into a cultural and architectural statement about adaptability and resilience in the face of evolving societal needs.

The "**Textil Headquarters: Forms of Living**" project is an exemplary model of how architecture can reimagine the past to meet the challenges of the future, offering a blueprint for adaptive reuse that inspires innovation while respecting heritage. By transforming a utilitarian structure into a vibrant, future-ready space, the project stands out as a leading example of how architecture can shape a sustainable and inclusive future.